

SOCIAL MEDIA MARKETING PLAN

Anvaya Barefoot Dining

Giving Indian cuisine the regard it deserves, without losing the warmth that makes the restaurant what it is.

PREPARED BY
Velox Media

STRUCTURE
Two phases

AUDIENCE
Singapore, aged 25–44

What this plan covers

01 Alignment

03 Goals

05 Findings

07 Metrics

09 Assumptions and limits

02 How the plan was built

04 Phase 1: research

06 Target audiences

08 Phase 2: ideas

Anvaya exists to close the gap between diners and authentic Indian food culture.

Three barriers keep people away: intimidation (the spice), unfamiliarity (the complexity of the flavours) and formality (stiff dining rooms). Anvaya replaces them with warmth, explanation and the feeling of coming home. Anvaya Barefoot Dining is a fictional restaurant.

Behaviour first, then everything else

The plan follows the same three steps as every Velox Media plan. Each Phase 2 idea traces back to the first two.

01

Identify buyer behaviour

Diners in Singapore choose on affordability, taste and convenience. They check reviews before they go, and they ask whether a meal is worth the money and time.

02

Find why and where they buy

They link premium dining with French, Japanese and Italian food, and see Indian food as casual. Discovery happens on Instagram, TikTok, Google Maps and travel sites.

03

Convert it into how they buy from you

Stories that explain the food and the barefoot tradition, told on the platforms where these diners already decide where to eat.

Three goals for the brand

01

Elevate perception without losing soul

Be seen as premium, while staying warm and unpretentious.

02

Turn every diner into an informed advocate

Give guests a story worth retelling.

03

Make barefoot the new black tie

Turn the barefoot room from a novelty into a mark of prestige.

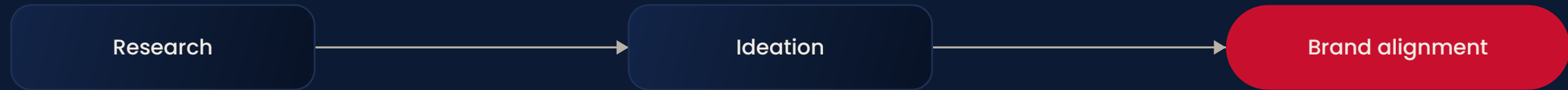
P1

Phase 1 · Research

Understand how diners see Anvaya and Indian fine dining before we create anything.

From research to brand-aligned ideas

We work closely with you during ideation so the content stays true to the brand.



Primary objective

Find out how current customers and the wider public see Anvaya and the Indian fine-dining category.

Why it matters

The findings shape a targeted campaign that closes perception gaps and strengthens the brand's position.

Two kinds of evidence

01

Primary research

First-hand data from the target audience, through surveys, interviews and focus groups. It shows how your own customers think, which makes messaging more accurate and lowers the risk of a campaign failing.

Planned: an Indian Fine Dining Awareness Survey of working professionals aged 25 to 44, covering their perception of the category and their openness to new food experiences. Responses are confidential and used for research only.

02

Secondary research

Analysis of existing reports, industry statistics, competitor websites and trend data. It saves time and budget, and gives a foundation on market size, audience and competitors.

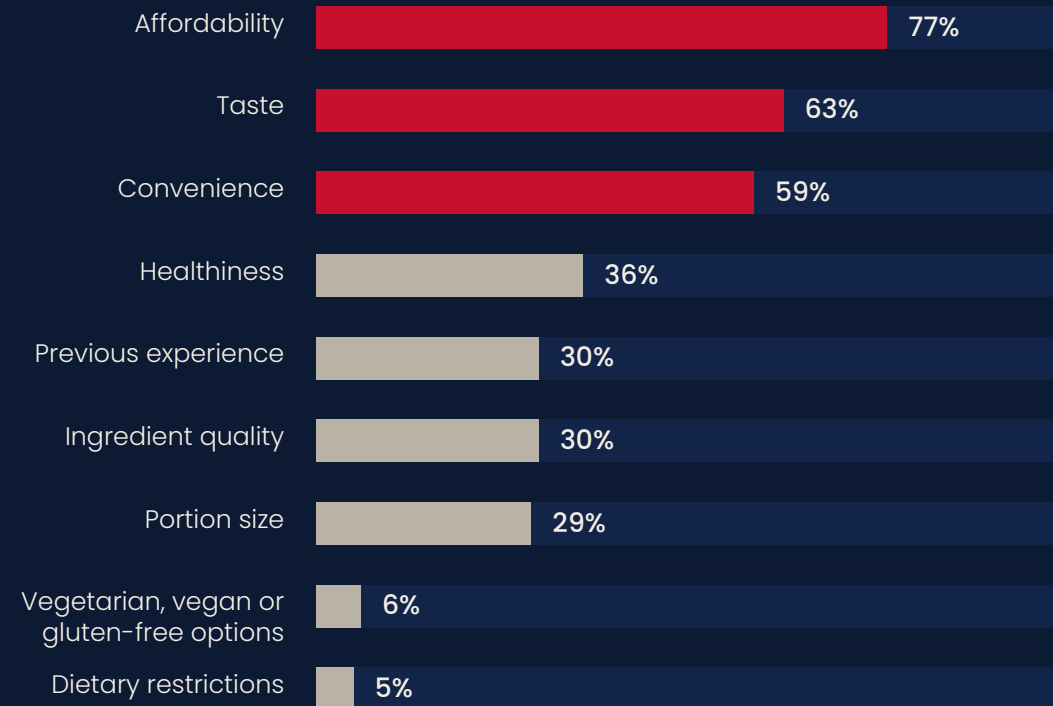
Used here: published consumer surveys, Meta audience data and press coverage of Singapore's Indian dining scene, plus the head chef's own observations.

What Singapore diners weigh up

The top three factors when dining out are affordability, taste and convenience.

Together they add up to one question diners ask themselves:

- Is eating here worth my money?
- Is it worth more than the alternatives?
- Is it worth my time?



Source: Statista, 2025. Survey of Singapore consumers, June 2024. Share of respondents.

Why Indian food isn't seen as premium

01

The premium bias

When people imagine premium dining, they think of French, Japanese and Italian food first.

02

The Indian trap

Indian food is stereotyped as casual, comfort-oriented, affordable, and familiar rather than aspirational.

03

The real problem

The challenge is not the food. It is how the experience is communicated.

Anvaya sits in a rare middle ground: authentic and bold, but modern and experiential.

Stop selling food. Start selling a story.

CNA has reported that Indian cuisine in Singapore is moving towards innovation, hybrid dishes and storytelling, as chefs look past “curry and naan”. Anvaya can lead that shift by keeping its cooking authentic while modernising how it is presented and experienced.

Anvaya today

Strengths

- A distinctive barefoot dining experience
- A signature spice challenge
- A location in a central heritage district
- An authentic culinary identity

S

Weaknesses

- Heavy use of AI-generated visuals weakens authenticity
- Inconsistent visual identity
- No clear premium position
- Content that doesn't yet convey the emotional experience

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Opportunities

- Partnerships with local cultural and tour groups
- Story-led social campaigns
- Growing interest in experiential dining
- Deepavali campaigns

O

Threats

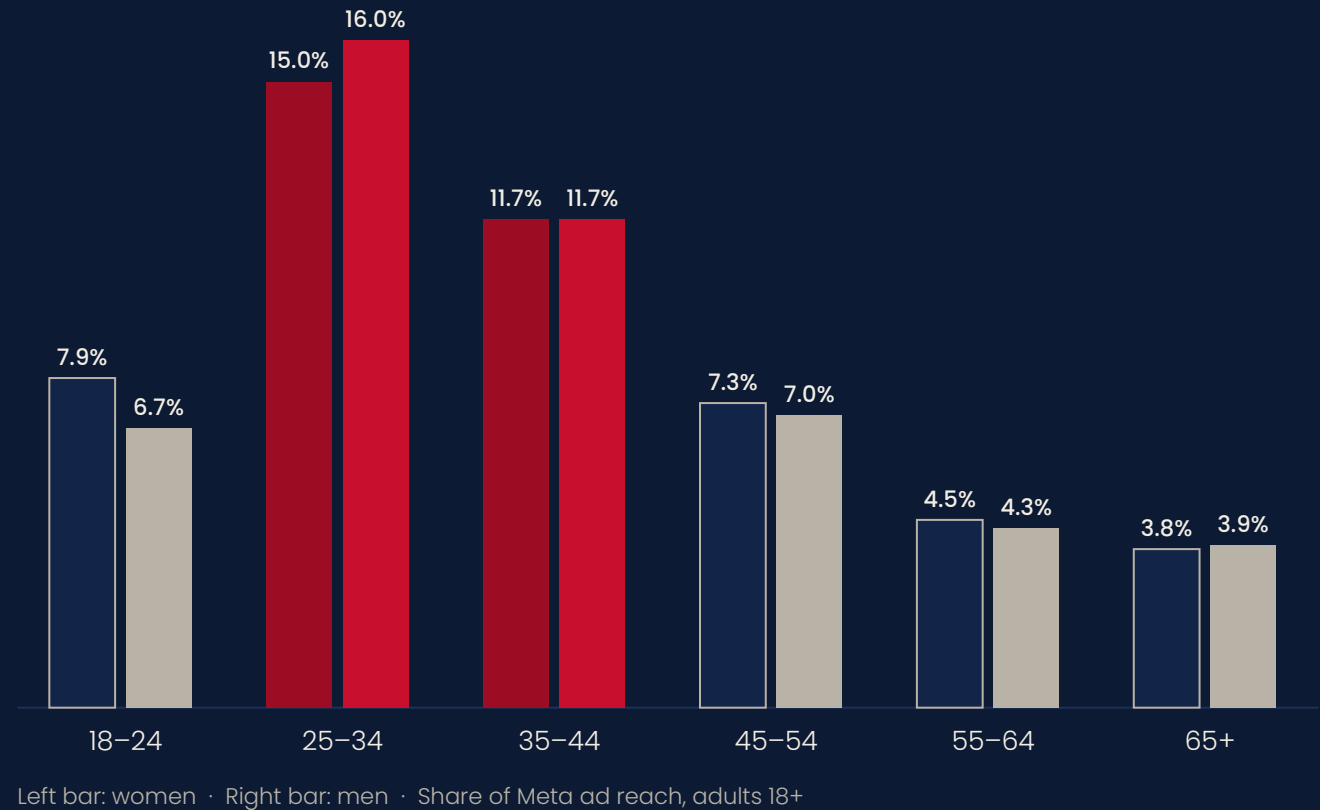
- The barefoot concept may look like a gimmick without deeper storytelling
- Visually polished Indian fine-dining competitors
- Diners unfamiliar with Indian fine-dining prices

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How might we bring Singaporeans aged 25 to 44, who enjoy new dining experiences, to Anvaya?

Why 25 to 44

Adults aged 25 to 44 make up about 54% of Meta's advertising reach in Singapore, the largest share of any age band. They are also the core of the survey sample.



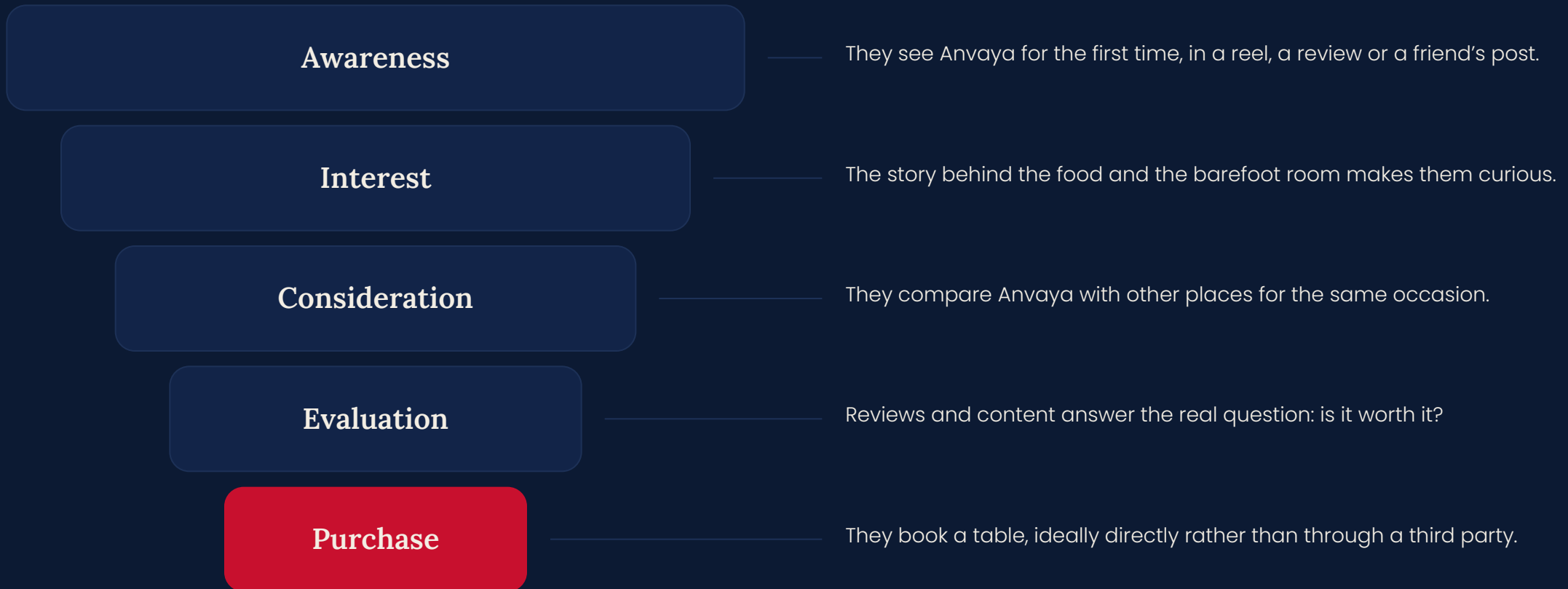
Source: DataReportal, Digital 2025: Singapore (February 2025), using Meta advertising data.

Three personas

	A · EXPERIENCE-FIRST LOCAL	B · CULTURAL TOURIST	C · EXPAT AND CORPORATE GROUP
Who	Millennials and Gen Z, aged 22 to 38. Young professionals, university students and couples.	Travellers, mainly from Western Europe, Australia and North America, exploring Singapore's cultural districts.	Aged 30 to 50. Expats from the UK, US, Australia and India working in the CBD or tech hubs.
Mindset	Value experiences over things and fear missing out. Very active on Instagram and TikTok.	Want authentic, immersive experiences more than luxury. Rely on travel guides, TripAdvisor and Google Maps.	High disposable income. Want quality North and South Indian food in a relaxed setting.
Behaviour	Visit on Friday nights and weekends. Check reviews before they come, and are likely to post their food.	Visit at off-peak times such as weekday lunch or early dinner. Order set menus and staples such as butter chicken, naan and craft beer.	High spend per table: premium dishes, sharing platters and several rounds of drinks. Book mid-week dinners and large groups.

Personas are composites based on secondary research.

The path from first sight to a booking



Targets for growth

METRIC	TARGET	WHY IT MATTERS
Customer acquisition cost	Below S\$15	Removes losses on first visits, helped by organic sharing on social channels
Lifetime value	S\$120 blended	A weighted mix of tourists (about S\$45) and repeat expat diners (S\$400 or more)
Return on ad spend	4x to 5x	Maximises bookings made directly from digital ads
Lifetime value to acquisition cost	8:1 or higher	Protects margins against Singapore's high rent and labour costs

These are targets, not results. The spend-per-diner assumptions will be checked against the restaurant's own sales data before launch.

P2

Phase 2 · Ideas

Nine ideas, three for each goal.

Not an Indian restaurant, but a welcoming home.

You came for the food. You stayed for the feeling.

Anvaya should show that Indian cuisine deserves the same respect as French or Japanese fine dining, while keeping the barefoot warmth that defines it. The aim isn't to become formal. It's to become undeniable.

Three ideas

01

Heritage recipe collection

Choose five to seven dishes with deep cultural or historical roots. Present them on the menu as heritage dishes, each with its origin story.

What it does: Moves Anvaya from restaurant towards cultural institution, and gives guests a signature talking point.

02

“Indian food, finally understood”

A series of reels, articles and short videos in which the head chef explains Indian food to newcomers.

What it does: Positions Anvaya as the educator, and the chef as a trusted voice on Indian food culture.

03

Press and critic sessions

Invite food critics, travel journalists and culture writers to education sessions with the head chef, not only to review.

What it does: Shifts coverage from “good Indian restaurant” towards “cultural institution”.

We teach you the story, and you can't stop talking about it.

You came for the food. You stayed for the feeling.

Three ideas

01

The spice tasting ritual

Before the meal, each table gets a small board of core spices — cardamom, curry leaf, tamarind, fenugreek — and a server explains each one.

What it does: By the time the food arrives, diners know what they are tasting.

02

The debate dish

One dish is described only as “Singapore’s most misunderstood Indian dish”. Every table asks about it, and every server tells the story a little differently.

What it does: Turns a menu line into a story guests repeat.

03

The named dish

Once a year, the head chef creates a dish inspired by a regular guest’s story, named after them for a month.

What it does: The guest shares it with their network, which becomes Anvaya’s audience.

We took away the chairs, kept the culture, and made it worth watching.

You came for the food. You stayed for the feeling.

Three ideas

01

“The most exclusive floor in Singapore”

A light-hearted campaign line that plays on the double meaning of “floor” and presents the barefoot room as the city’s most sought-after seat.

What it does: Recasts the barefoot concept as a privilege, not a gimmick.

02

The barefoot documentary

An 8 to 12-minute film tracing barefoot dining traditions across India and ending in Anvaya’s barefoot room. Entered into food and culture film festivals.

What it does: Earns credibility that advertising cannot buy. Festival selection is not guaranteed.

03

Heritage dish shorts

A 90-second film for each heritage dish, shot in its region of origin and ending as it is plated at Anvaya. Seven dishes, seven films, for Instagram and YouTube.

What it does: Makes each heritage dish recognisable. Filming in India is the costliest idea here and is scoped separately.

What this plan does not promise

No guaranteed coverage

Press interest, festival selection and viral reach can be worked towards, not promised.

Research comes first

Phase 2 ideas will be refined once the survey results are in.

Kitchen and floor buy-in

Rituals and the debate dish rely on staff training and consistent service.

Production is scoped separately

The documentary and heritage shorts need their own budget and timeline.



Thank you.

Next step: a 30-minute call to agree the survey questions and the first heritage dishes to feature.

[Book a Free Strategy Call ↗](#)